

Communicating Through Crisis: Q+A with JJPR Agency



Don't sit and wait. Create.



TODAY'S DISCUSSION

- 5 GUIDING PRINCIPLES – COMMUNICATING THROUGH CRISIS
- BEST PRACTICES FOR:
 - Social Media Posting
 - Communications for Events
 - Internal Communications
 - External Communications
- COMMUNITY Q+A

COMMUNICATING THROUGH CRISIS

5 GUIDING PRINCIPLES

1. Create your communications advisory team.
 - Stay informed.
 - Monitor channels.
 - Consider each audience.
 - Determine the best communication tools.
2. Communicate clearly and often with employees.
3. Communicate frequently with customers and suppliers.
4. Reassure your people.
5. Be proactive with your communities.

BEST PRACTICES

SOCIAL MEDIA POSTING

1. Communication is **STILL** key. Remain **PROACTIVE**.
2. Be **AUTHENTIC** and **SENSITIVE**.
3. Share what you know. Be **SUPER RELEVANT**.
4. **EDUCATE** your followers. Dispel myths.
5. Keep it **LIGHT** and stay **POSITIVE**.

BEST PRACTICES

SOCIAL MEDIA POSTING CHECKLIST

- ☐ Make sure imagery reflects current recommendations and best practices on social distancing.
- ☐ Stay active and review content to ensure sensitivity to the current situation and be prepared to tailor as needed.
- ☐ If you do decide to shift your current content to actively address the COVID-19 crisis, do so through your normal brand, tone, voice and best practices.

BEST PRACTICES

SOCIAL MEDIA POSTING CHECKLIST

- ☐ Consider all CTAs, sales, promotions and how to approach the messaging.
- ☐ Prepare for increased customer service inquiries through social media channels, including on posts and via DMs.
- ☐ Have prepared and repeated messaging about:
 - Changes in hours of operation
 - Shipping timelines/changes
 - Change in production/stock levels
 - Warranty/return workflow changes

BEST PRACTICES

COMMUNICATIONS FOR EVENTS

1. Lead with empathy and understanding on cancellations.
2. Convey positive messages.
3. Exercise the opportunity to thank registrants, fans, etc.
4. Provide information on what's next.
5. Leverage technology and repurpose the event.

BEST PRACTICES

INTERNAL COMMUNICATIONS

- Stay connected.
- Determine timing for communications.
- Share contingency plans/guidelines to limit business disruption.
- Inform on precautionary measures being taken, such as restricting nonessential travel, cancelling events or sanitizing common spaces.
- Provide fact-based resources for employees.
- Point employees to a specific point of contact for questions.

BEST PRACTICES

EXTERNAL COMMUNICATIONS

- Determine information to be communicated.
 - Ever-changing, - quick 15-min meetings daily
- Develop key messages for yourself and others on information that affects external audiences.
 - Business operations modifications
 - Contact information
 - How operations have transitioned (in-office or remote)
 - If open, share safeguarding measures in place that employees are taking and those you ask of visitors, customers, patients, vendors, etc.
 - Changes in shipping, drop-offs, etc.

BEST PRACTICES

EXTERNAL COMMUNICATIONS

- Develop key messages for yourself and others on information that affects external audiences.
 - Facility access updates
 - Screening methods
 - Access times and locations
 - Event cancellation information
 - Resources – this includes links to resources on your home page, corporate website links with policies, latest local, state and federal news
- Don't make assumptions or predictions – just the facts.

COMMUNICATIONS Q+A

What questions do you have for your business and how best to communicate to your audiences?

“In the end, it will be impossible to know if we overreacted or did too much, but it will be **QUITE** apparent if we underreacted or did too little.”

*Email to Mobile Area Chamber Members
from President & CEO Bill Sisson*





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IF YOU DON'T TELL YOUR STORY,
someone else will.



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